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108. (New) A method for providing personalized services at an information service center, comprising:

- maintaining a database of telephone numbers in association with personalized service data relating to users having the telephone numbers;
- receiving a call from a user;
- identifying an originating telephone number of the call;
- retrieving from the database personalized service data associated with the originating telephone number; and
- providing at least one personalized service to the user based on the retrieved personalized service data.

109. (New) The method of claim 108 wherein the retrieved personalized service data specifies a language preferred by the user.

110. (New) A method for providing personalized services by a service provider, comprising:

- maintaining a database of identifiers in association with personalized service data relating to users identified by the identifiers;
- receiving a stream of data associated with a call from a user before the call is connected to the service provider;
- deriving an identifier identifying the user from the stream of data;
- retrieving from the database personalized service data associated with the identifier; and
- providing by the service provider at least one personalized service to the user based on the retrieved personalized service data.

111. (New) The method of claim 110 wherein the retrieved personalized service

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data specifies a language preferred by the user.

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Concl 112. (New) A system for use by a service provider for providing personalized services, comprising:

a database for storing identifiers in association with personalized service data relating to users identified by the identifiers;

an interface for receiving a stream of data associated with a call from a user before the call is connected to the service provider; and

a processor for deriving an identifier identifying the user from the stream of data, personalized service data associated with the identifier being retrieved from the database, the service provider providing at least one personalized service to the user based on the retrieved personalized service data.

113. (New) The system of claim 112 wherein the retrieved personalized service data specifies a language preferred by the user.
